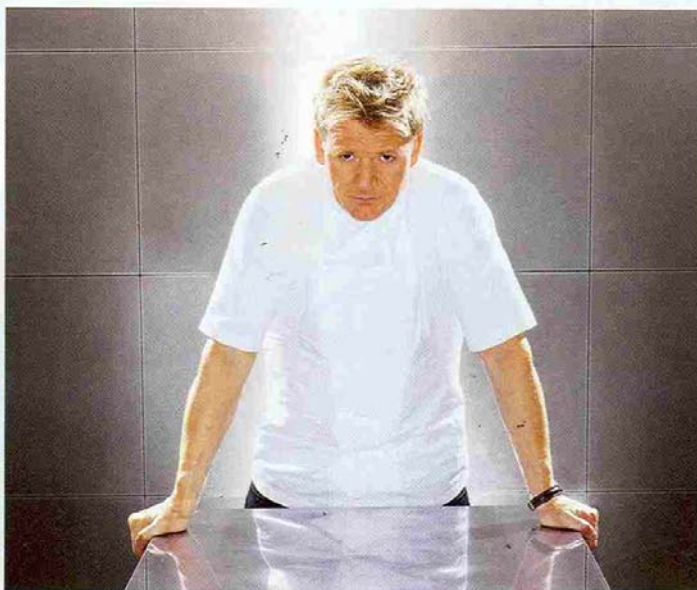


Robb Report

FOR THE LUXURY LIFESTYLE™

PRIVATE PREVIEW 2007

Gordon Ramsay at the London



A chef with a devilish temper brings his heavenly food to New York.

BY SHEILA GIBSON STOODLEY

THOSE FAMILIAR with the Fox network program *Hell's Kitchen* know Gordon Ramsay as the tyrannical chef who shouts at his charges and occasionally at the diners who patronize the restaurant, which is in fact a Los Angeles television studio. Ramsay previously starred in three BBC documentary series and a British version of *Hell's Kitchen*, but the British have long been able to determine firsthand whether the volatile Scottish chef makes good food as well as good television. Restaurant Gordon Ramsay, which he opened in the Chelsea section of London in 1998, remains one of the city's most acclaimed eateries, and several other London establishments that he launched since the debut of his flagship also have won praise.

Americans soon will be able to sample Ramsay's food without crossing the ocean or suffering the indignation of participating in reality TV. October is the scheduled opening date for Gordon Ramsay at the London, his new restaurant at the London NYC hotel in Manhattan and his first foray into the United States. The hotel is one of two that LXR Luxury Resorts will debut in the country in the coming months. The second is scheduled to open in Los Angeles next spring; it also will include a Ramsay restaurant.

"Unlike my other restaurants in London, this will be the first to combine two styles of cuisine under one roof," he writes in an e-mail, explaining that the main dining room will draw on the Chelsea establishment's menu, and the food served in an informal bar/café area will be similar to that found at Maze, a casual restaurant of his in London's Mayfair section. "A light touch to all dishes will be key, so that guests can enjoy their meals without feeling too full at the end," he writes, adding that as of late July, he was still working on the menu. "We are doing countless tastings so we can get it just right." And create something worth shouting about.

Gordon Ramsay at the London, www.thelondonnyc.com